

WHAT IS CLAIMED IS:

1. A magnetic recording medium comprising: a non-magnetic support; a lower non-magnetic layer; and a magnetic layer containing a ferromagnetic powder and a binder, in this order, wherein the magnetic layer has a coercive force of 2,500 to 3,500 oersted (197.5 to 276.5 kA/m), and a squareness ratio of 0.70 to 0.85 in a length direction thereof, and the binder in the magnetic layer is a urethane resin having a glass transition temperature  $T_g$  of 70°C or higher.

2. The magnetic recording medium according to claim 1, wherein the ferromagnetic powder is dispersed in the binder

3. The magnetic recording medium according to claim 1, wherein the ferromagnetic powder comprises: Fe; 30 to 40 atomic% of Co based on Fe; 2 to 20 atomic% in total of at least one of Al and Si based on Fe; 7 to 15 atomic% in total of at least one of Y and Nd based on Fe, and has a specific surface area of no greater than 80 m<sup>2</sup>/g as measured by BET method.

4. The magnetic recording medium according to claim 1, wherein the magnetic layer has a thickness of 0.05 to 0.3  $\mu$ m.

5. The magnetic recording medium according to claim 1, wherein the lower layer has a thickness of 0.8 to 2.0  $\mu$ m.

6. The magnetic recording medium according to claim 1, has a maximum magnetic flux density  $B_m$  of no greater than 3,800 Gauss.

7. The magnetic recording medium according to claim 1, wherein the lower layer contains a polyurethane having a glass transition temperature  $T_g$  of 70°C or higher.

8. The magnetic recording medium according to claim 1, wherein the magnetic recording medium has a total thickness of 4.5 to 8.5  $\mu m$ .

9. The magnetic recording medium according to claim 1, wherein the support is a film of polyethylene terephthalate resin, polyethylene naphthalate resin, polyaramide resin or polyurethane resin.

10. The magnetic recording medium according to claim 1, wherein the lower layer comprises a non-magnetic powder, and the non-magnetic powder is at least one selected from the group consisting of titanium dioxide,  $\alpha$ -iron oxide, barium sulfate, zinc oxide and alumina.

11. The magnetic recording medium according to claim

1, wherein the magnetic layer comprises 100 parts by weight of ferromagnetic metal powder, 8 to 24 parts by weight of binder and 3 to 15 parts by weight of non-magnetic powder.

12. The magnetic recording medium according to claim 1, wherein the lower layer and at least one magnetic layer that is in contact with the lower layer are formed by wet-on-wet coating method.